

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions and listings of claims in the application:

1. (Currently Amended) An apparatus for hyperlinking specific words in content to convert the words into advertisements, comprising:
 - an Internet-enabled web browsing device, including a terminal for connection to the Internet;
 - a content provider server having content files to be displayed on web browsers, said content provider server being connected to the Internet;
 - an advertiser web page accessible over the Internet; and
 - an ad server connected to the Internet, wherein code in one of said content files references said ad server to determine at least one existing advertiser-chosen human-language word present in said content file, said content file being interpreted by a web browser and said code automatically, as said content file is interpreted by said web browser, providing a hypertext anchor for said at least one existing advertiser-chosen human-language word, thereby converting said at least one existing advertiser-chosen human-language word into an advertisement by linking said at least one advertiser-chosen human-language word to said advertiser web page.
- 2 - 3. (Cancelled).

4. (Currently Amended) The apparatus of claim 1, further including a means associated with said ad server to determine said at least one existing advertiser-chosen human-language word present in said content file to hyperlink when referenced by said code in said content file.
5. (Currently Amended) The apparatus of claim 4, wherein said means associated with said ad server comprises:
 - decisioning logic; and
 - a database associating said at least one existing advertiser-chosen human-language word with a destination URL pointing to said advertiser web page.
- 6 - 7. (Cancelled).
8. (Original) The apparatus of claim 1, further comprising means to link to said advertiser web page using a tracking URL.
9. (Currently Amended) A method for hyperlinking specific words in content to convert the words into advertisements, comprising:
 - connecting a content provider server to the Internet, said content provider server having content files to be displayed via web browsers;
 - providing an advertiser web page so as to be accessible over the Internet;
 - connecting an ad server to the Internet;
 - referencing, by code in one of said content files, said ad server to determine at least one existing advertiser-chosen human-language word present in said content file; and

interpreting, by a web browser, said content file and said code automatically, as said content file is interpreted by said web browser, providing a hypertext anchor for said at least one existing advertiser-chosen human-language word, thereby converting said at least one existing advertiser-chosen human-language word into an advertisement by linking said at least one advertiser-chosen human-language word to said advertiser web page.

10 - 11. (Cancelled).

12. (Currently Amended) The method of claim 9, wherein the ad server provides a hypertext anchor to an advertiser-chosen human-language word in said content file by determining which human-language words a means associated with said ad server determines said at least one existing advertiser-chosen human-language word present in said content file to hyperlink when referenced by said code in said content file.

13. (Cancelled).

14. (Previously Presented) The method of claim 9, wherein said ad server employs frames so as to display a content provider URL in a browser window of an Internet-enabled web browsing device.

15. (Previously Presented) The method of claim 9, wherein said ad server employs coding to display a content provider URL in a browser window of an Internet-enabled web browsing device.

16. (Original) The method of claim 9, further comprising linking to said advertiser web page using a tracking URL.
17. (Currently Amended) A method for advertising by hyperlinking specific words in content to convert the words into advertisements, comprising:
 - referencing, by code in said content, an ad server to determine at least one existing advertiser-chosen human-language word present in said content;
 - interpreting said content file by a web browser;
 - said code automatically, as said content file is interpreted by said web browser, providing a hypertext anchor for said at least one existing advertiser-chosen human-language word, thereby converting said at least one existing advertiser-chosen human-language word into an advertisement by linking said at least one advertiser-chosen human-language word to an advertiser web page; and
 - receiving compensation from said advertiser.
18. (Original) The method of claim 17, further comprising compensating at least one of a provider of said content of said Internet-displayed file and an entity that selects said hypertext anchor.
19. (Original) The method of claim 18, further comprising compensating on a basis selected from the group consisting of flat rate per ad, flat rate per site, impressions, clicks, and conversions.
20. (Original) The method of claim 17, further comprising linking to said advertiser web page using a tracking URL.

21. (Currently Amended) An apparatus for hyperlinking specific words displayed in an application to convert the words into advertisements, comprising:
- an Internet-enabled device, including a terminal for connection to the Internet;
 - an HTTP-enabled software application operating on said device;
 - a source for text-containing files to be viewed in said software application;
 - an advertiser file accessible over the Internet; and
 - an ad server connected to the Internet, wherein code in one of said text-containing files references said ad server to determine at least one existing advertiser-chosen human-language word present in said text-containing file, said text-containing file being interpreted by a web browser and said code automatically, as said text-containing file is interpreted by said web browser, providing a hypertext anchor for said at least one existing advertiser chosen human-language word, thereby converting said at least one existing advertiser-chosen human-language word into an advertisement by linking said at least one advertiser-chosen human-language word to said advertiser file.
22. (Cancelled).
23. (Original) The apparatus of claim 21, further comprising means to link to said advertiser file using a tracking URL.
24. (Currently Amended) A method for hyperlinking specific words in text-containing files to convert the words into advertisements, comprising:
- providing an Internet-enabled device with an HTTP-enabled software application;

providing said text-containing file to be viewed by said software application;

providing an advertiser file so as to be accessible over the Internet;

connecting an ad server to the Internet;

referencing, by code in said text-containing file, said ad server to determine at least one existing advertiser-chosen human-language word present in said text-containing file;

interpreting said text-containing file by a web browser; and

said code automatically, as said text-containing file is interpreted by said web browser, providing a hypertext anchor for said at least one existing advertiser-chosen human-language word, thereby converting said at least one existing advertiser-chosen human-language word into an advertisement by linking said at least one advertiser-chosen human-language word to said advertiser file.

25. (Cancelled).

26. (Original) The method of claim 24, further comprising linking to said advertiser file using a tracking URL.

27. (Currently Amended) A method for advertising by hyperlinking specific words in documents to convert the words into advertisements, comprising:

viewing a document with a software application;

referencing, by code in said document, an ad server to determine at least one existing advertiser-chosen human-language word present in said document;

interpreting said document by a web browser;

said code automatically, as said document is interpreted by said web browser, providing a hypertext anchor for said at least one existing advertiser-chosen human-language word, thereby converting said at least one existing advertiser-chosen human-language word into an advertisement by linking said at least one advertiser-chosen human-language word to an advertiser web page; and receiving compensation from said advertiser.

28. (Original) The method of claim 27, further comprising compensating an entity that selects said hypertext anchor.
29. (Original) The method of claim 28, further comprising compensating on a basis selected from the group consisting of flat rate per ad, flat rate per software application, impressions, clicks, and conversions.
30. (Original) The method of claim 27, further comprising linking to said advertiser document using a tracking URL.
31. (Currently Amended) A method of advertising by hyperlinking a specific word in content to convert the word into an advertisement, comprising:
 - referencing, by code in the content, an ad server to determine at least one existing advertiser-chosen human-language word present in the content;
 - interpreting the content by a web browser;
 - providing, automatically by the code as the content is interpreted by the web browser, a hypertext anchor for the at least one existing advertiser-chosen human-language word, thereby converting the advertiser-chosen human-language word into a hyperlink that links

the advertiser-chosen human-language word to an advertiser web page; and

positioning a mouse pointer over the hyperlink, the positioning causing a description of the advertiser web page to be displayed.

32. (Previously Presented) The method of claim 31, further comprising charging the advertiser a fee when the hyperlink is clicked.
33. (Currently Amended) A method for hyperlinking specific words in content to convert the words into advertisements, comprising:
- referencing, by code in a content file being interpreted by a web browser for display on a user device, an ad server;
 - receiving, by the user device, a determination of at least one existing advertiser-chosen human-language word present in the content file;
 - interpreting the content file by a web browser; and
 - providing, automatically by the code as the content file is interpreted by the web browser, a hypertext anchor for the at least one existing advertiser-chosen human-language word automatically, when the content file is interpreted by the web browser, thereby converting the at least one existing advertiser-chosen human-language word into an advertisement by linking the at least one advertiser-chosen human-language word to an advertiser web page.
34. (Currently Amended) A method for converting specific words in content into advertisements, comprising:
- transmitting a content file from a content provider to a user device, the content file being interpreted by a web browser executed by the user device, wherein the content file comprises code, the code for:

referencing an ad server to determine at least one existing advertiser-chosen human-language word that is present in the content file; and

providing a hypertext anchor for the at least one existing advertiser-chosen human-language word automatically, as the content file is interpreted by the web browser, thereby converting the at least one existing advertiser-chosen human-language word into an advertisement by linking the at least one advertiser-chosen human-language word to an advertiser web page.